

WHAT IS CLAIMED IS:

1. A method for interactive television, the method comprising:
 - providing a traditional broadcast signal comprising a video stream;
 - embedding commands in the video stream, said embedded commands operable to access interactive features, said embedded commands synchronized and correlated with additional Internet-based content; and
 - displaying said additional Internet-based content superimposed on said video stream from said traditional broadcast signal.
2. The method of Claim 1, said embedding comprising embedding HTML or Java-like commands.
3. The method of Claim 1, comprising:
 - providing a digital interactive set-top box coupled to a standard television, said interactive set-top box accessing said additional Internet-based content and superimposing said content on said video stream.
4. The method of Claim 1, said embedding comprising embedding delimiters to define sequential video clips for storage and future display.
5. The method of Claim 1, said embedding comprising embedding delimiters to define sequential video clips for storage and future display, each of said sequential video clips comprising a segment of a sporting event.
6. The method of Claim 5, comprising:
 - storing one or more of said video clips of said selected plays;
 - summarizing said stored video clips with a graphic summary including coded indicators denoting types of plays;

replaying one of said video clips upon viewer selection of a corresponding said coded indicator.

7. The method of Claim 6, comprising selecting a fixed graphic format for viewing on a standard non-interactive television.
8. The method of Claim 1, said embedding comprising embedding commands in said video stream to facilitate polling of viewers, allowing said viewers to vote on an aspect of said simultaneously displayed broadcast data.
9. The method of Claim 1, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products.
10. The method of Claim 1, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products selected from the group consisting of: tickets to future sporting events, travel packages, and sports apparel.
11. The method of Claim 1, said embedding comprising embedding commands in said video stream to prompt access to Internet sites offering pushed products selected using at least one selection criteria selected from the group consisting of: a viewer's indicated preferences, analysis of said viewer's habits, and databases of personal information for said viewer.
12. The method of Claim 1, said embedding comprising embedding commands enabling a viewer to interactively complete a transaction to purchase various products by selecting an Internet generated icon on the display screen.
13. The method of Claim 1, said embedding comprising embedding commands enabling a viewer to interactively complete a transaction to purchase various

products and receive confirmation of said transaction in real-time on a display screen.

14. The method of Claim 1, said embedding comprising embedding commands utilizing streaming data from said Internet or television broadcast to further enhance the viewing experience by continuously superimposing interactive data in various locations on said broadcast video.
15. The method of Claim 1, said embedding comprising embedding commands utilizing streaming data comprising a selected personalized portfolio of stocks, the ticker for said selected portfolio being taken from market data embedded in said video stream and presented and updated in a banner or window on said display screen.
16. The method of Claim 1, comprising editing interactive data selected from a group consisting of sports teams and portfolio stocks from a screen menu in real-time.
17. The method of Claim 1, comprising providing taskbars displaying various accounts in the home.
18. An interactive television system, comprising:
 - a broadcast video receiver for receiving video data from a video provider service;
 - an internet browser providing bi-directional access to internet content;
 - a graphics processor capable of receiving said broadcast video content and said internet content and providing combined video data comprised of both broadcast video content and internet content;

a display in communication with said graphics processor for displaying said combined video data; and

a viewer interface interpreting viewer input and sending corresponding data content through said internet browser to a third party.

19. The system of Claim 18, said internet browser, said graphics processor, and said viewer interface comprising an interactive set-top box.

20. The system of Claim 18, wherein:

said broadcast video receiver receives said video data via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission.

21. The system of Claim 18, wherein:

said internet browser receives said internet content via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission.

22. The system of Claim 18, wherein:

said internet browser sends said internet content via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission.

23. The system of Claim 18, wherein:

said broadcast video receiver receives said video data via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission;

said internet browser receives said internet content via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission; and

said internet browser sends said internet content via a transmission channel selected from the group consisting of: satellite transmission, terrestrial broadcast transmission, landline transmission, and cable transmission.